The Place Matters Interactive Map

Tender to appoint development partner for the 2025 version

Deadline : 26th February 2025

Background

The Place Matters interactive map is an annual snapshot of place-based projects, funded by philanthropic foundations and tackling systemic challenges with communities. The prototype was developed and launched in 2024 and captured data from 17 funders and 114 projects across the UK.

The 2024 dataset was gathered via funders through their grant management data and validated with individual project teams. In addition to the interactive map, Place Matters published a report highlighting key trends and insights. The data is being used by funders to inform funding decisions and to identify opportunity for funders to collaborate around shared outcome goals and geographic communities. It is also being used to identify projects tackling similar systemic challenges who could benefit from being connected and Place Matters are launching Communities of Practice that create that connection and collaboration between communities.

Developing the 2025 Version

The 2024 map is a first version and we learned a significant amount about:

- The types of data that funders typically hold and the differences between funder data
- The differences in the way data is defined, particularly around impact goals
- The most effective and efficient methods for collecting data
- The sort of filters most useful to stakeholders in understanding the landscape of place-based work

Using that experience we plan to make the following changes and adaptations to the version to be launched in 2025:
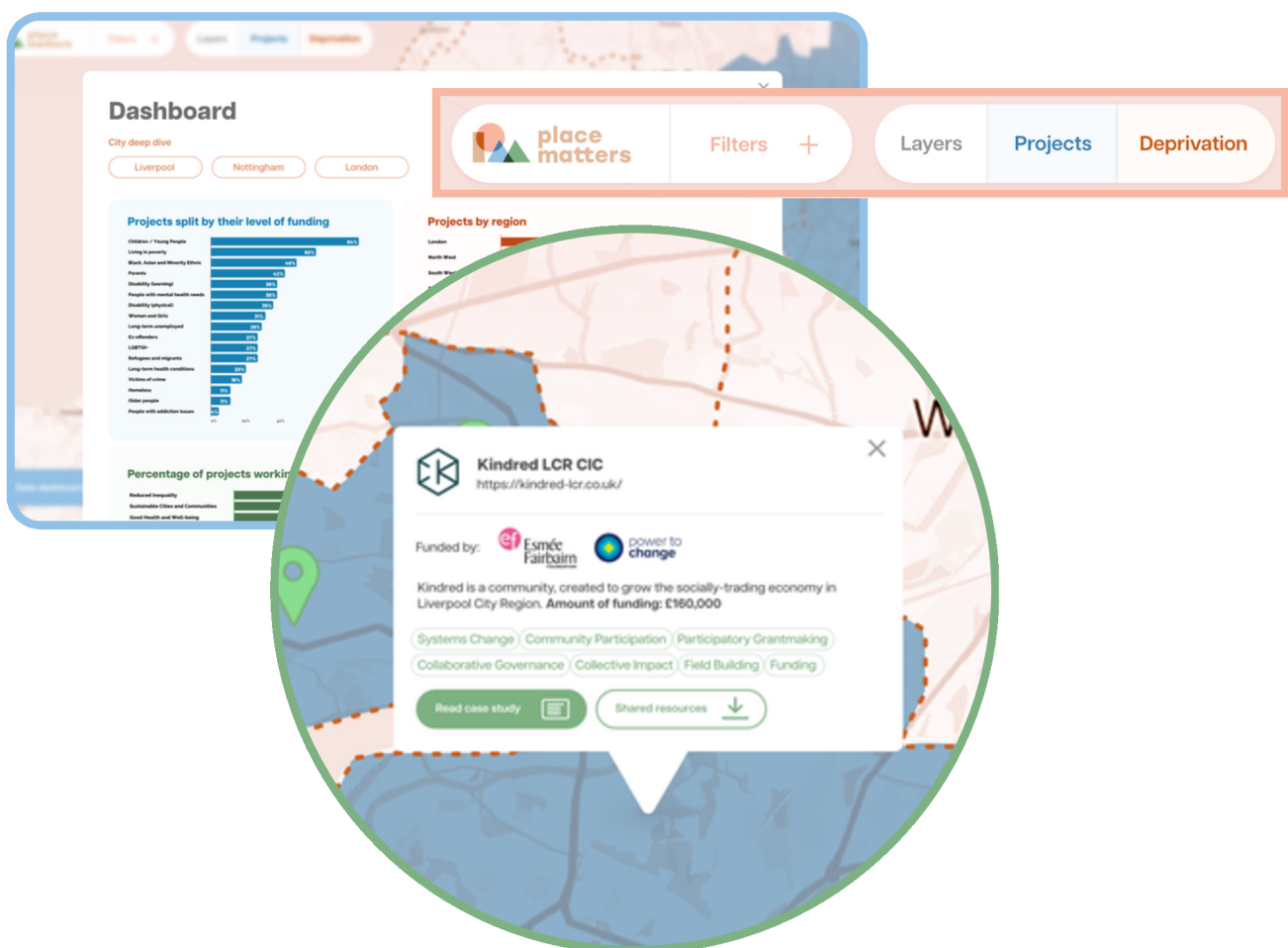
a. **Funders and project teams or local grant managers hold different data, so there is a need to work with both to capture a full dataset. We learned that funders had limited knowledge of details like area of benefit and the constitution of multi-sector partner relationships we requested. This requires an efficient data collection process accessible to multiple project teams and funders.**

b. **We also want to make the map more useful to teams looking to connect with and learn from other projects by including the option to include a richer layer of data about their work.**

c. **To align data definitions, particularly around impact goals, more closely to other allied datasets. We used SDG goals as a framework for version 2024. This proved to be too high level for projects that were largely grouped around a small number of social impact goals within the SDG. We need more nuanced categories.**

d. **We want to extend the functionality of the map, for example, the range of filters it can utilise and additional geographic data. We will consult with stakeholders on priorities for these developments.**

e. **Candidates are welcome to bring new and creative ideas to the development of the project. We would consider carefully presented ideas around an alternative front end.**

Support Required

We are looking for support from an organisation or person who can:

i) Refine and develop data definitions to create an approach that best aligns with sector practices..

ii) Create a data collection methodology that is accessible for both funders and project teams

iii) Develop additional filters using additional local/regional data and, for example, comparative data on the strength of the social sector in places

iv) Develop the visual quality of the map

v) Analyse the data and extract key insights in a high-quality visual form from the data to inform the development of the annual insights report.

Mock Version 2 suggestions including: Regional Deep Dive Dashboard, Additional Filters, and Engaging Project Identity Cards
- Images provided by United By Design

Timeframes

The data on live projects funded between January-March 2025, will be collected from April 2025. We are aiming for the map and insights report to be published in late Summer 2025.

Enablers

Place Matters will be responsible for convening and engaging stakeholders to contribute to the development of the map.

Data Ownership

All data and databases will be wholly owned by Place Matters. The partner must be able to transfer the data to Place Matters at the end of the project in a form that can be accessed by Place Matters at an economic cost through proprietary licenced software or exported in a format accessible through windows or google platforms.

Budget

Partners may propose a fee for the work and this will be considered in appointing a partner. The budget available for the project is £20,000.

Proposal

We are inviting proposals from organisations and individuals to submit proposals of no more than 15 pages. This should include:

• **Your understanding of the requirement**
• **Relevant experience**
• **How you would deliver the project**
• **How you will resource the work - key people and partners**
• **High-level project plan**
• **Fee proposal**

Whilst our preference is to work with one organisation able to meet the full requirement, we are open to receiving proposals to deliver part of the scope

**Please submit proposals via email to
info@placematters.co.uk
by
5pm on 26th February 2025**

Appendix A

Data captured in 2024 version

Free text description:
each project has a paragraph or 2 describing the scope and purpose of the work. In the absence of a standardised framework for determining impact goals, we used the description as a means of assigning a) the extent to which projects had a strategic ambition and b) the area of impact as defined in the SDG goals where it hasn't been defined. The data was then validated with individual project teams.

Areas of benefit
We used a composite method including drawing boundaries on a map to provide maximum flexibility. The analysis of population served by geography and funding amount assumes the total local population were beneficiaries. In practice, many projects were working with specific beneficiary groups within a given population so the analyses of population data are an approximation.

Funding
For most projects this represents the value of the grant live in Q1 2024. In a small number of cases we were provided with data on the annual grant amount or for grants starting in 2023/2024 rather than live in Q1 2024, meaning that the analysis of the total level of funding is understated. Equally, we are aware that funders renew some grant agreements and data on previous funding commitments is not included so the duration and amount of funding committed to a particular organisation or programme may be understated. What the data does indicate is the level of funding certainty from each funder. Where there were several funders in the contributing cohort of 15 contributing to the same project, the data was amalgamated to avoid double counting the number of place-based projects.

End dates
Projects in this area often get extended, or do not set a fixed end date. We were only capturing data on live awards. This means the analysis on duration of funding is likely to understate the average length of commitment where grants are renewed.

Beneficiary groups
i.e. groups within the community benefitting from the project - This was a description of any specific groups within the community that were seen as primary beneficiaries of the project. In response to feedback we included All Residents as an additional group. Those responding before we made this change used the Other category and these are grouped together in the analysis.

Impact Goals
We found that funders and projects did not have a common approach to defining impact goals and in a number of cases funders and projects argued against pre-defined impact goals, seeking to empower communities to define their own priorities. We did not apply the designation of a goal as a qualifying criteria for inclusion of the data, but did look for a shared ambition for systemic change to be articulated in the free text section of the capture document. We used the Sustainable Development Goals (SDG's) as a common framework for defining impact goals.

Role of the funder in the project including and in addition to the provision of funding
We asked funder partners to describe the role they played according to a range of options around their role in supporting organisations, places and enabling wider systems change.
Excerpt from one of the completed forms:

☑ Restricted funding for programmes		
☐ Unrestricted funding	*Organisation level*	
☑ Capacity building		
☐ Other organisation level		
☐ Funding and capacity building across multiple orgs		
☐ Convene orgs to catalyse collaboration/share learning	*Place/Network level*	
☐ Invest in place capacity and outcomes		
☐ Other place/network level		
☐ Invest in research and open source learning		
☐ Convene other funders, commissioners and investors	*Systems level*	
☐ Invest in capacity to influence and change systems		
☐ Other systems level		

We will re-visit these criteria with funders to try and better align these to the way funders articulate their broader function and role in the next version of the map and report.

Engagement with other local organisations by type of relationship and role
Understanding that the projects in scope are those tackling a systemic challenge, we wanted to better understand how organisations across different sectors were working together. We provided a drop-down menu of relationship types. We received some feedback that these criteria did not align to the way some relationships were formed.. Also, because our initial means of data capture was via funders, this data was not readily available to some of those completing the form. We sought the data from project teams directly through the validation process but had a low response rate.

Engagement with residents by type of relationship and role
 It was a qualifying criteria that residents, people with lived experience and other beneficiaries are significantly involved or that the intent is to involve them in a meaningful way in the project i.e. in governance or participating in re-granting decisions. We provided a dropbox of options on the way in which they are involved. Again, many funders capturing the data did not have that detailed level of understanding about the projects and we had a low response rate from local teams.

Definitions and Assumptions

Our definition of place-based work, and the criteria for inclusion on the map.

- A way of working **in places defined by the people who live there** and which has a clear identity as a neighbourhood.

- Which builds connections and **collaborations** across the people, organisations and sectors that live and work there so they can work better together to change things for the better.

- Towards an ambition for achieving **systemic and sustained change.**

- **Centring the voice of the community, parents, carers and children** in an equitable way is a core principle of this work.

Place Matters works in partnership with organisations and communities to create community-centred place-based change.

Our work involves facilitating and supporting the learning of cross-sector, collaborative initiatives working to address the barriers faced by those dealing with poverty, exclusion and disadvantage. Our aim is to enable progress, support learning, and influence change.

Read more at **https://placematters.org.uk/**

This document was prepared by Place Matters   Brand Illustrations by Noble Studios